

Date: 27<sup>th</sup> June 2024

## TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Arjun S** (SAP ID: 8125998) is employed at NielsenIQ India Pvt. Ltd. from 27/06/2022 as a Data Processing Analyst at our NielsenIQ (India) Pvt. Ltd., Chennai Office.

Below are his/her job description and responsibilities.

### Job Description:

- Knowledge on collating, cleansing, analysing, interpreting, and visualizing large volumes of data.
- Enthusiastic to learn and grow within the function.
- Should be able to understand the end-to-end process and identify avenues of process improvement.
- Fast thinking, crisp communication, and critical thinking skills.
- Responsible for timely delivery of data with high quality.
- Managing Database and processing reports based on client demand.
- Should be able to learn upstream and downstream processes to be efficient in current role and ensure quality delivery.

### Responsibilities:

- Managing multiple research projects simultaneously, including setting timelines, allocating resources, and ensuring timely delivery of research outputs.
- Analysing collected data to identify patterns, trends, and insights that can inform strategic business decisions. This involves using software tools to interpret data effectively.
- The primary responsibility is to conduct thorough research on market trends, consumer preferences, and competitor activities. This involves gathering data through various methods.
- Collaborating with cross-functional teams to ensure alignment of research findings with business objective.
- Being proactive in learning new tools, techniques, and methodologies to enhance efficiency and quality in research processes.
- Ensuring data accuracy and integrity by identifying and correcting errors, inconsistencies, and duplications in the data.

Manager feedback:

Arjun consistently approached his responsibilities with dedication and a positive attitude. His reliable presence and willingness to collaborate have been assets to our team. I am confident he will contribute positively to his future endeavours.

This letter is issued to Mr. Arjun S on his own request and does not confer any financial or legal liabilities to the issuer.

**For NielsenIQ (India) Pvt. Ltd.**



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**Anand Pandya**  
**Executive Director, Human Resources**